AMENDMENTS TO THE CLAIMS

1. (Cancelled)

2. (Currently Amended) An image signal processing method for performing nonlinear compensation on an image signal to be fed into a display device, said method comprising:

changing characteristics of nonlinear compensation according to brightness of a place in which the display device is installed such that ~~The image signal processing method of claim 1, wherein in the nonlinear compensation,~~ an image signal after nonlinear compensation is ~~an image signal~~ proportional to the image signal before nonlinear compensation raised to a γ-th power (γ>1)~~; and~~, and wherein the brighter ~~as~~ the place in which the display device is installed ~~is brighter~~, the smaller a value to which ~~of~~ γ is set ~~smaller~~.

3. (Currently Amended) The image signal processing method of claim ~~1~~2, wherein characteristics of ~~the~~ nonlinear compensation ~~is~~ are set so that brightness human beings ~~feel~~ detect is linear with respect to the image signal before nonlinear compensation.

4. (Cancelled)

5. (Currently Amended) ~~The image signal processing method of claim 4~~An image signal processing method for performing nonlinear compensation on an image signal to be fed into a display device, said method comprising:

changing characteristics of nonlinear compensation according to brightness of a place in which the display device is installed and a maximum luminance that the display device displays, ~~wherein~~ such that ~~in the nonlinear compensation,~~ an image signal after nonlinear compensation is ~~an image signal~~ proportional to the image signal before nonlinear compensation raised to a γ-th power (γ>1)~~; and~~, and wherein the brighter ~~as~~ the place in which the display device is installed ~~is brighter~~, the smaller a value to which ~~of~~ γ is set ~~smaller~~, and ~~as~~ the greater the maximum luminance that the display device can display ~~is larger~~, the larger the value to which ~~of~~ γ is set ~~larger~~.

6. (Currently Amended) An image signal processing unit for performing nonlinear compensation on an image signal to be fed into a display device, ~~the~~ said unit comprising:

an ambient light detector for detecting brightness of a place in which the display device is installed; and

~~an~~ a compensator for receiving a detection result from ~~the~~ said ambient light detector and for performing nonlinear compensation on the image signal ~~before compensation~~ to convert the image signal to an image signal after nonlinear compensation, ~~the~~ said compensator comprising~~:~~ a plurality of look-up tables each having different nonlinear compensation characteristics~~;~~ and a look-up table selector for selecting one look-up table from ~~among the~~said plurality of look-up tables according to ~~the~~ a detection result from ~~the~~ said ambient light detector~~.~~, wherein the image signal after nonlinear compensation is proportional to the image signal before nonlinear compensation raised to a γ-th power ($\gamma>1$), and the brighter ~~as~~ the place in which the display device is installed, the smaller a value to which γ is set.

7. (Currently Amended) An image signal processing unit for performing nonlinear compensation on an image signal to be fed into a display device, ~~the~~ said unit comprising:

an ambient light detector for detecting brightness of a place in which the display device is installed; and

~~an~~ a compensator for receiving a detection result from ~~the~~ said ambient light detector and a signal indicating a maximum luminance that the display device displays, and for performing nonlinear compensation on the image signal ~~before compensation~~ to convert the image signal to an image signal after nonlinear compensation, ~~the~~ said compensator comprising~~:~~ a plurality of look-up tables each having different nonlinear compensation characteristics~~;~~, and a look-up table selector for selecting one look-up table from ~~among the~~said plurality of look-up tables according to ~~the~~ a detection result from ~~the~~ said ambient light detector and the maximum luminance that the display device displays, wherein the image signal after nonlinear compensation is proportional to the image signal before nonlinear compensation raised to a γ-th power ($\gamma>1$), and the brighter the place in which the display device is installed, the smaller a value to which γ is set, and the greater the maximum luminence that the display device can display, the larger the value to which γ is set.

8. (Currently Amended) The image signal processing unit of claim 6, wherein a function of ~~the~~ said plurality of look-up tables and ~~the~~ said look-up table selector is achieved by using a processor.

9. (Currently Amended) An image display device comprising ~~the~~ said image signal processing unit of claim 6.

10. (Currently Amended) The image signal processing unit of claim 7, wherein a function of ~~the~~ said plurality of look-up tables and ~~the~~ said look-up table selector is achieved by using a processor.

11. (Currently Amended) An image display device comprising ~~the~~ said image signal processing unit of claim 7.